I. AMENDMENTS TO THE CLAIMS:

The following listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for importing data from an origin to a destination ~~by a user utilizing a network, the destination associated with a network based customer relationship application~~, the method comprising:

identifying data to be imported, over a network, from the origin to the destination, the destination associated with ~~the~~ a customer relationship application ~~utilizing the network~~;

identifying a set of predetermined rules associated with the customer relationship application;

associating at least one user-specified function with the identified data, the at least one user-specified function capable of transforming at least a portion of the identified data;

importing the identified data from the origin to the destination ~~associated with the customer relationship application~~ utilizing the network in accordance with the set of predetermined rules, wherein the act of importing includes:

mapping first fields for the data in the origin to second fields for the destination, ~~and~~

translating first field names of the mapped first fields to second field names of the second fields [[;]] , and

transforming at least a portion of the identified data from the origin to the destination using the at least one user-specified function; and

~~storing~~ making the imported data ~~in memory at the destination~~ accessible to the customer relationship application [[;]] .

wherein the mapping and translating are customizable by the user such that the second field names and the second fields ~~in which the imported data is stored in the memory at the destination~~ are customizable by the user.

2. (Previously Presented) The method as recited in claim 1, wherein a service application for importing the data is generated based on the rules.

3. (Previously Presented) The method as recited in claim 2, wherein the service application runs periodically at user-defined intervals.

4. (Original) The method as recited in claim 1, wherein the predetermined rules are specified based on user interaction with an application creation program.

5. (Cancelled)

6. (Currently Amended) The method as recited in claim [[5]] 1, wherein the ~~data is transformed based on~~ at least one user-specified function comprises at least one user-created scripting function[[s]] selected from the group consisting of a VBScript function or a JavaScript function.

7. (Original) The method as recited in claim 1, further comprising exporting data from the customer relationship application utilizing the network.

8. (Original) The method as recited in claim 1, wherein the rules relate to at least one of referential integrity, required fields, and automatic sequence numbering.

9. (Currently Amended) A computer program product for importing data from an origin to a destination ~~by a user utilizing a network, the destination associated with a network based customer relationship application~~, the computer program comprising:

computer code for identifying data, over a network, to be imported from the origin to the destination, the destination associated with ~~the~~ a customer relationship application ~~utilizing the network~~;

computer code for identifying a set of predetermined rules associated with the customer relationship application;

computer code for associating at least one user-specified function with the identified data, the at least one user-specified function capable of transforming at least a portion of the identified data;

computer code for importing the identified data from the origin to the destination ~~associated with the customer relationship application~~ utilizing the network in the accordance with the set of predetermined rules, wherein the computer coder for importing includes:

computer code for mapping first fields for the data in the origin to second fields for the destination, ~~and~~

computer code for translating first field names of the mapped first fields to second field names of the second fields [[;]] , and

computer code for transforming at least a portion of the identified data from the origin to the destination using the at least one user-specified function; and

computer code for making ~~storing~~ the imported data ~~in memory at the destination~~ accessible to the customer relationship application [[;]] .

wherein the mapping and translating are customizable by the user such that the second field names and the second fields ~~in which the imported data is stored in the memory at the destination~~ are customizable by the user.

10. (Currently Amended) A system for importing data from an origin to a destination ~~by a user utilizing a network, the destination associated with a network based customer relationship application~~, the system comprising:

logic for identifying data, over a network, to be imported from the origin to the destination, the destination associated with ~~the~~ a customer relationship application ~~utilizing the network~~;

logic for identifying a set of predetermined rules associated with the customer relationship application;

logic for associating at least one user-specified function with the identified data, the at least one user-specified function capable of transforming at least a portion of the identified data;

logic for importing the identified data from the origin to the destination ~~associated with the customer relationship application~~ utilizing the network in accordance with the set of predetermined rules, wherein the logic for importing includes:

logic for mapping first fields for the data in the origin to second fields for the destination, ~~and~~

logic for translating first field names of the mapped first fields to second field names of the second fields [[;]] , and

logic for transforming at least a portion of the identified data from the origin to the destination using the at least one user-specified function; and

logic for making ~~storing~~ the imported data ~~in memory at the destination~~ accessible to the customer relationship application [[;]] ,

wherein the mapping and translating are customizable by the user such that the second field names and the second fields ~~in which the imported data is stored in the memory at the destination~~ are customizable by the user.

11. (Currently Amended) A method for exporting data from an origin to a destination ~~by a user utilizing a network, the origin associated with a network based customer relationship application~~, the method comprising:

identifying data, over a network, to be exported from the origin to the destination, ~~association with the customer relationship application utilizing a network, wherein~~ the identified data ~~is stored in memory at the origin~~ accessible to ~~the~~ a customer relationship application associated with the origin;

identifying a set of predetermined rules associated with the customer relationship application;

associating at least one user-specified function with the identified data, the at least one user-specified function capable of transforming at least a portion of the identified data; and

exporting the identified data from the origin ~~association the customer relationship application~~ to the destination utilizing the network in accordance with the set of predetermined rules, wherein the act of exporting includes:

mapping first fields for the data in the origin to second fields for the destination, ~~and~~

translating first field names of the mapped first fields to second field names of the second fields [[;]] , and

transforming at least a portion of the identified data from the origin to the destination using the at least one user-specified function,

wherein the mapping and translating are customizable by the user such that the second field names and the second fields ~~in which the exported data is stored in memory at the destination~~ are customizable by the user.

12. (Original) The method as recited in claim 11, wherein a service application for exporting the data is generated based on the rules.

13. (Original) The method as recited in claim 12, wherein the service application runs periodically at user-defined intervals.

14. (Original) The method as recited in claim 11, wherein the predetermined rules are specified based on user interaction with a service application creation program.

15. (Cancelled)

16. (Currently Amended) The method as recited in claim [[15]] 11, wherein the ~~data is transformed based on~~ at least one user-specified function comprises at least one user-created scripting function[[s]] selected from the group consisting of a VBScript function or a JavaScript function.

17. (Original) The method as recited in claim 11, further comprising importing data to the customer relationship application utilizing the network.

18. (Original) The method as recited in claim 11, wherein the rules relate to at least one of referential integrity, required fields, and automatic sequence numbering.

19. (Currently Amended) A computer program product for exporting data from an origin to a destination ~~by a user utilizing a network, the origin associated with a network-based customer relationship application~~, the computer program comprising:

computer code for identifying data, over a network, to be exported from the origin to the destination, ~~association with the customer relationship application utilizing a network, wherein~~ the identified data ~~is stored in memory at the origin~~ accessible to ~~the~~ a customer relationship application associated with the origin;

computer code for identifying a set of predetermined rules associated with the customer relationship application;

computer code for associating at least one user-specified function with the identified data, the at least one user-specified function capable of transforming at least a portion of the identified data; and

computer code for exporting the identified data from the origin ~~association the customer relationship application~~ to the destination utilizing the network in accordance with the set of predetermined rules, wherein the computer code for exporting includes:

computer code for mapping first fields for the data in the origin to second fields for the destination, ~~and~~

computer code for translating first field names of the mapped first fields to second field names of the second fields [[;]] , and

computer code for transforming at least a portion of the identified data from the origin to the destination using the at least one user-specified function,

wherein the mapping and translating are customizable by the user such that the second field names and the second fields ~~in which the exported data is stored in memory at the destination~~ are customizable by the user.

20. (Currently Amended) A system for exporting data from an origin to a destination ~~by a user utilizing a network, the origin associated with a network-based customer relationship application~~, the system comprising:

logic for identifying data, over a network, to be exported from the origin to the destination, ~~association with the customer relationship application utilizing a network, wherein~~ the identified data ~~is stored in memory at the origin~~ accessible to ~~the~~ a customer relationship application associated with the origin;

logic for identifying a set of predetermined rules associated with the customer relationship application;

logic for associating at least one user-specified function with the identified data, the at least one user-specified function capable of transforming at least a portion of the identified data; and

logic for exporting the identified data from the origin ~~association the customer relationship application~~ to the destination utilizing the network in accordance with the set of predetermined rules, wherein the logic for exporting includes:

logic for mapping first fields for the data in the origin to second fields for the destination, ~~and~~

logic for translating first field names of the mapped first fields to second field names of the second fields [[;]] , and

logic for transforming at least a portion of the identified data from the origin to the destination using the at least one user-specified function,

wherein the mapping and translating are customizable by the user such that the second field names and the second fields ~~in which the exported data is stored in memory at the destination~~ are customizable by the user.

21-43. (Cancelled)